Permit #F00141119

FilmL.A., Inc.
6255 W Sunset Blvd, 12th Floor
Hollywood, CA 90028
t: (213)977-8600 - f: (213)977-8601
www.filmla.com

Summary Information

Permit No: F00141119 **Type of Permit:** FILMING **Release Date:** 08/10/2018

Production Company ESCAPE VELOCITY CONTENT LLC

Insured Company Name ESCAPE VELOCITY CONTENT LLC

Contact Phone No. 1 323-984-9600
Contact Phone No. 2
Fax
Address 5301 N. COMMERCE AVE, SUITE G
MOORPARK, California 93021

Production Title PEPSI NO. 18128

Type of Production Commercial - Spec

Producer Greg Epstein

Director Corbin Richardson

1st AD n/a n/a

Production Manager Greg Epstein

FilmL.A. Coordinator Naomi Kajiyama

Location Manager Greg Epstein
Primary Phone Mobile - 732-598-3747
Secondary Phone Office - 323-984-9600

Location Assistant n/a n/a
Primary Phone Mobile - 000-000-0000
Secondary Phone

Fees

Notification Charge	$228.00
FILMLA NON-REFUNDABLE FILM APPLICATION FEE	$685.00
LA CITY FIRE DEPARTMENT SPOT CHECK SURCHARGE	$85.00

Total Permit Fee $998.00

Number of Locations 4

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Summary Information — Location

Permit Number	F00141119	**Location Manager**	Greg Epstein
Production Company	ESCAPE VELOCITY CONTENT LLC	Primary Phone	Mobile - 732-598-3747
Insured Company	ESCAPE VELOCITY CONTENT LLC	Secondary Phone	Office - 323-984-9600
Production Title	PEPSI NO. 18128		

Location Address Ocean Front Walk, Rose Ave, Lincoln Blvd, and Washington Blvd inclusive (excludes Freeways, Highways, City and County Property, Ocean Front Walk, Venice Boardwalk, Beach Property, Abbot Kinney Blvd, Venice Canals, and Special Condition Areas) , Los Angeles, CA, 90294

Location Name VENICE AREA GRID

Location Type Grid

Film Dates 8/12/2018 - 8/13/2018 07:00 - 22:00 2 days

Open or Closed to the Public Open

Generic Conditions
All vehicles must be parked on private property
Exterior filming activity may not exceed a two hour time frame.
May not interfere with filming activities of production companies in possession of location-specific permits, previously scheduled special events, or existing construction projects.
Must comply with attached conditions
Must Maintain 5' Clearance on Sidewalks/Walkways
Must maintain local/emergency access
No cast or crew parking on area streets
No interference with merchant activity.
No interference with vehicular or pedestrian traffic

Please see attached document Venice Area_September-2017_AK.pdf

Equipment on Location

Type	Quantity
Vans	2

Personnel on Location

Type	Quantity
Cast	2
Crew	8

Filming Activities Camera on sticks; Equipment on sidewalk only.; Exterior establishing shots; Exterior models against scenery; Exterior motion without sound;

Jurisdiction **Political:** Los Angeles City - Council District 11 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

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Production Title	PEPSI NO. 18128		

Approvals LOS ANGELES CITY POLICE DEPARTMENT — Gabriel Aleman

Coordinator Note

It is the responsibility of the permittee to be aware of the special condition areas, which are excluded from this grid location (a complete list of special condition areas can be found at www.filmla.com).
A film permit does not grant a right to film artwork or trademarked properties, logos or other images. Consultation with legal counsel is recommended if artwork or trademarked properties, logos or images are filmed.
No stopping/setting up/parking in front of merchants without prior approval.
May not interfere with other production companies or special events.
No activities/equipment/vehicles within 300' of residents prior to 0900 hrs or after 2200 hrs on weekends.
No blocking of exits/entrances/driveways.
No cabling or light setups.
May not compromise fire/emergency protection systems without presence of UFSO.
Must obtain separate permits for use of any Los Angeles County or Los Angeles City facilities.

Parking

Base Camp
Location Type : Filming Location

Crew Parking
Location Type : Filming Location

Parking Notes
Private lot

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Insured Company	ESCAPE VELOCITY CONTENT LLC	Secondary Phone	Office - 323-984-9600
Production Title	PEPSI NO. 18128		

Location Address Franklin Ave., N Western Ave., Beverly Blvd., N La Brea Ave., inclusive (Excluding State freeways/highways, Hancock Park, and City of West Hollywood), Los Angeles, CA, 90038

Location Type Grid

Film Dates 8/12/2018 - 8/13/2018 07:00 - 22:00 2 days

Open or Closed to the Public Open

Generic Conditions
All vehicles must be parked on private property
Exterior filming activity may not exceed a two hour time frame.
May not interfere with filming activities of production companies in possession of location-specific permits, previously scheduled special events, or existing construction projects.
Must Maintain 5' Clearance on Sidewalks/Walkways
Must maintain local/emergency access
No cast or crew parking on area streets
No interference with merchant activity.
No interference with vehicular or pedestrian traffic

Equipment on Location

Type	Quantity
Vans	2

Personnel on Location

Type	Quantity
Cast	2
Crew	8

Filming Activities Camera on sticks; Equipment on sidewalk only.; Exterior establishing shots; Exterior models against scenery; Exterior motion without sound;

Jurisdiction **Political:** Los Angeles City - Council District 13 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

Thomas Guide **Page:** 593 **Grid:**

Approvals LOS ANGELES CITY POLICE DEPARTMENT Gabriel Aleman

Coordinator Note It is the responsibility of the permittee to be aware of the special condition areas, which are excluded from this grid location (a complete list of special condition areas can be found at www.filmla.com).
A film permit does not grant a right to film artwork or trademarked properties, logos

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Summary Information — Location

Permit Number	F00141119	**Location Manager**	Greg Epstein
Production Company	ESCAPE VELOCITY CONTENT LLC	Primary Phone	Mobile - 732-598-3747
Insured Company	ESCAPE VELOCITY CONTENT LLC	Secondary Phone	Office - 323-984-9600
Production Title	PEPSI NO. 18128		

or other images. Consultation with legal counsel is recommended if artwork or trademarked properties, logos or images are filmed.
No stopping/setting up/parking in front of merchants without prior approval.
May not interfere with other production companies or special events.
No activities/equipment/vehicles within 300' of residents prior to 0900 hrs or after 2200 hrs on weekends.
No blocking of exits/entrances/driveways.
No cabling or light setups.
May not compromise fire/emergency protection systems without presence of UFSO.
Must obtain separate permits for use of any Los Angeles County or Los Angeles City facilities.

Parking

Base Camp
Location Type : Filming Location

Crew Parking
Location Type : Filming Location

Parking Notes
Private lot

NOT A PERMIT

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Summary Information — Location

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Insured Company	ESCAPE VELOCITY CONTENT LLC	Secondary Phone	Office - 323-984-9600
Production Title	PEPSI NO. 18128		

Location Address 5202 Laurel Canyon Blvd, Los Angeles, CA, 91607

Location Type Event Venue

Film Dates 8/13/2018 - 8/13/2018 12:00 - 22:00 1 day

Open or Closed to the Public Closed

Generic Conditions *LA CITY AND/OR LA COUNTY FIRE CHECKLIST ATTACHED TO FINAL PERMIT. THE PERMITTEE IS RESPONSIBLE FOR COMPLETING CHECKLIST PRIOR TO FILMING ACTIVITY AT THIS LOCATION. NON COMPLIANCE MAY RESULT IN ASSIGNMENT OF A FIRE OFFICER.
All vehicles must be parked on private property
Must Maintain 5' Clearance on Sidewalks/Walkways
Must maintain local/emergency access
No cast or crew parking on area streets
No interference with merchant activity.
No interference with vehicular or pedestrian traffic

Please see attached document Escape.Pepsi.141119.AL.pdf

Equipment on Location

Type	Quantity
Vans	2

Personnel on Location

Type	Quantity
Cast	2
Crew	8
Spot Check	1

Filming Activities Equipment on sidewalk only.; Exterior establishing shots; Exterior models against scenery; Exterior motion without sound; Interior Dialogue; Interior models against scenery; Interior motion without sound;

Jurisdiction **Political:** Los Angeles City - Council District 02 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

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Approvals LOS ANGELES CITY POLICE DEPARTMENT Gabriel Aleman

Parking **Base Camp** **Crew Parking**

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Summary Information

Location

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Production Company	ESCAPE VELOCITY CONTENT LLC	Primary Phone	Mobile - 732-598-3747
Insured Company	ESCAPE VELOCITY CONTENT LLC	Secondary Phone	Office - 323-984-9600
Production Title	PEPSI NO. 18128		

Location Type : Filming Location

Location Type : Filming Location

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Summary Information — Location

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Production Company	ESCAPE VELOCITY CONTENT LLC	Primary Phone	Mobile - 732-598-3747
Insured Company	ESCAPE VELOCITY CONTENT LLC	Secondary Phone	Office - 323-984-9600
Production Title	PEPSI NO. 18128		

Location Address 532 S Western Ave, Los Angeles, CA, 90020

Location Type Restaurant

Film Dates 8/13/2018 - 8/13/2018 10:00 - 22:00 1 day

Open or Closed to the Public Closed

Generic Conditions
*LA CITY AND/OR LA COUNTY FIRE CHECKLIST ATTACHED TO FINAL PERMIT. THE PERMITTEE IS RESPONSIBLE FOR COMPLETING CHECKLIST PRIOR TO FILMING ACTIVITY AT THIS LOCATION. NON COMPLIANCE MAY RESULT IN ASSIGNMENT OF A FIRE OFFICER.
All vehicles must be parked on private property
Must Maintain 5' Clearance on Sidewalks/Walkways
Must maintain local/emergency access
No cast or crew parking on area streets
No interference with merchant activity.
No interference with vehicular or pedestrian traffic

Equipment on Location

Type	Quantity
Vans	2

Personnel on Location

Type	Quantity
Cast	2
Crew	8
Spot Check	1

Filming Activities Equipment on sidewalk only.; Exterior establishing shots; Exterior models against scenery; Exterior motion without sound; Interior Dialogue; Interior models against scenery; Interior motion without sound;

Jurisdiction **Political:** Los Angeles City - Council District 10 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

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Approvals LOS ANGELES CITY POLICE DEPARTMENT Vincent Aguirre

Parking

Base Camp
Location Type : Filming Location

Crew Parking
Location Type : Filming Location

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SPECIAL FILMING CONDITIONS
VENICE AREA

The Special Filming Conditions described below will be included in the terms and conditions of permits issued for filming in this area and are in addition to the standard terms and conditions applicable to filming permits generally. While these Special Filming Conditions will be included as terms if a permit for filming in this area is issued, they are not intended to, and do not, establish the criteria or standards for determining whether or not a particular permit (or permits) will be issued for this area. The decision whether or not a particular permit (or permits) will be issued is vested in the discretion of the appropriate City or County department or their designees (including FilmL.A., Inc.), to be exercised consistent with public health, safety and general welfare, and applicable land-use ordinances.

For purposes of these guidelines the Venice area is Santa Monica City limits to the north, Lincoln Boulevard to the East, Pacific Ocean to the west and Washington Boulevard to the South (including the Strand which is Pacific Avenue, Washington Boulevard, Via Marina, and the Pacific Ocean)

- **Affected residents and merchants must be notified at least two (2) days in advance of the first day of filming or the first day of any substantial set preparation.** *Permit requests must be submitted at least three (3) days in advance.*

- **Filming on holidays and weekends is generally not permitted**, especially during the summer. Exemptions may be granted on a case-by-case basis. Factors such as size of company, exact location and scope of intended filming, time of year, and anticipated impact on local parking will be considered when reviewing requests for such exemptions.

- **No vehicles shall be driven or parked on Ocean Front Walk between the hours of 10:00 a.m. and 7:00 p.m**. unless approved by The Department of Recreation and Parks.

- **Speedway shall not be used for parking of vehicles or equipment and must remain open to emergency vehicles.**

- **All vehicles and equipment (including private automobiles) associated with the production company shall be legally parked unless specific exemption is granted by the film permit.** No vehicles or equipment shall be permitted to park on Ocean Front Walk or the Venice Recreation Area property unless approved by The Department of Recreation and Parks. The use of private parking lots is strongly encouraged. Publicly owned parking lots in the area are managed by Modern Parking and must be added to the filming permit and cleared with the appropriate agency.

- **Use of Los Angeles County beach parking lots have the following restrictions:**

    - **The Washington Boulevard lot is restricted to parking only between 7:00 a.m. and 10 p.m**. No community survey will be allowed for additional hours.
    - **Rose Avenue and Venice Boulevard lots require a community survey from affected residential buildings for any activity (parking or filming) prior to 7:00 a.m or after 10:00 p.m.**

- **Traffic control on all area streets shall be limited to a maximum of two (2) minutes.**

- **It is the responsibility of the production company to deploy sufficient police officers to ensure that traffic flow in the area is not unreasonably hindered.**

- **Additional Special Filming Conditions apply to filming on Washington Boulevard between Pacific Avenue and the Venice Pier, Abbot Kinney Boulevard, and Venice Beach.**

FilmL.A. Inc. DRAFT

APPOINTMENT OF FILM THIS PRODUCTION SERVICES, INC. AS AUTHORIZED AGENT AND REPRESENTATIVE

I certify that I am a representative of Escape Velocity Content, LLC (“Principal”) and am authorized to enter into binding contractual agreements on Principal’s behalf provided Principal has pre-approved such agreements. I further certify that I am authorized by principal to appoint other representatives and agents for Principal and to give such representatives and agents authority to enter into and bind Principal to agreements relating to the issuance and compliance with location film (e.g. theatrical, television, commercial, and other motion picture filming) and still photographic permits, including the permits themselves and any riders to such permits. Acting on the behalf of Principal in my capacity as it’s authorized representative, I appoint Film This Production Services, Inc. (a.k.a. Film This) and it’s employees and agents (“Film This”) as Principal’s authorized representatives and agents to apply for and receive location film (e.g. theatrical, television, commercial, and other motion picture filming) and still photographic permits on behalf of Principal through the *FILML.A., INC.* for any city , county or other jurisdiction where *FILML.A., INC.* operates, in accordance with Principal’s instructions, to negotiate, discuss, accept, modify, agree to bind the Principal to the terms and conditions of such permits (including any restrictions and/or community guidelines applicable to any such permit) and to execute such permits on behalf of Principal. Principal understands, acknowledges and agrees that it (and/or it’s insurer) remains responsible for liable and all obligations imposed by or incidental to any permit or rider issued to Principal signed by an employee or agent of (including any coordinator, runner or messenger used by) Film This. Principal further agrees to comply with the terms and conditions of any such permits and hereby appoints Film This as an authorized representative to facilitate compliance with such terms and conditions following issuance of such permits and to enter into agreements for Principal with respect thereto. Any person, City, agency, entity or organization (including *FILML.A., INC.* and any city, county or other jurisdiction where *FILML.A., INC.* operates) may rely on this appointment and not need obtain any further authorization for any act described herein. An original or faxed copy of this appointment shall be sufficient and may be treated as an original for all purposes. The appointment may be revoked by Principal at anytime in writing delivered to *FILML.A., INC.*, but in any case shall expire one (1) year from the date of execution set forth below.

I declare under penalty of perjury under the laws of the State of California that I am authorized to appoint Film This as an agent for Principal and based on that authority I hereby appoint Film This as Principal’s agent as set forth herein.

Dated 08/09/18 By _____
Representative’s Signature

Escape Velocity Content, LLC	5301 N Commerce Ave, Ste G
Name of “Principal” (Production Company)	Principal’s Address
Alec Eskander	Moorpark, CA 93021
Print Princpal Representative’s Name	City, State, Zip Code
Founder / Executive Producer	323-984-9600
Representative’s Title (i.e. UPM, Loc Mgr)	Principal’s Telephone Number

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